

**Day 1 – Tuesday, December 1, 2009**

**8:00 am      Doors Open and Security Check-in\***

**9:00 am      Welcome                      Jon Leibowitz**  
Chairman of the Federal Trade Commission

**9:15 am      Remarks                      Paul Steiger**  
Editor-in-Chief, President & CEO, ProPublica  
Former Managing Editor, *The Wall Street Journal*

**9:30 am      Remarks                      Rick Edmonds**  
Media Business Analyst, The Poynter Institute  
Co-author, *The State of the News Media 2009*

**9:45 am      Remarks                      Rupert Murdoch**  
Chairman & CEO, News Corp.

**10:05 am      The State of Journalism Today and Tomorrow**

**Panelists:**                      **Mark Contreras**  
Vice Chairman of the Executive Committee,  
The Newspaper Association of America;  
Senior Vice President/Newspapers, E.W. Scripps Co.

**Martin Kaiser**  
President, American Society of News Editors  
Editor & Senior Vice President, Milwaukee *Journal Sentinel*

**Jonathan Knee**  
Director, Media Program, Columbia Business School;  
Senior Managing Director, Evercore Partners

**Nina Link**  
President & CEO  
Magazine Publishers of America

**Bryan Monroe**  
Visiting Professor, Medill School of Journalism, Northwestern  
University; Former Vice President & Editorial Director,  
*Ebony* and *Jet*

\*Pre-registration does not guarantee seating.

**Robert Picard**

Hamrin Professor of Media Economics & Director of the Media Management and Transformation Centre, Jonkoping University, Sweden

**Tonda Rush**

President, American Press Works;  
Of Counsel, King & Ballou;  
Former President & CEO, National Newspaper Association

**David Westphal**

Executive in Residence, Annenberg School for Communication & Journalism, University of Southern California;  
Former Washington Editor, McClatchy Newspapers

**Fred Young**

Retired Senior Vice President of News  
Hearst Television Inc.

<b>11:35 am</b>	<b>Remarks</b>	<b>Arianna Huffington</b> Co-Founder & Editor-in-Chief, <i>The Huffington Post</i>
<b>12:00 pm - 1:15pm</b>	<b>Lunch Break</b>	
<b>1:15 pm</b>	<b>Presentation</b>	<b>Ken Doctor</b> Media Analyst, Outsell
<b>1:30 pm</b>	<b>Presentation</b>	<b>Leonard Downie</b> Vice President at Large and Former Executive Editor <i>The Washington Post</i>
<b>1:45 pm</b>	<b>Presentation</b>	<b>Lem Lloyd</b> Vice President, Channel Sales, Yahoo!
<b>2:00 pm</b>	<b>Presentation</b>	<b>Josh Cohen</b> Senior Business Product Manager, Google News

**2:15 pm      Emerging Business Models for Journalism**

**Panelists:**

**Chris Ahearn**

President, Reuters Media, Thomson Reuters

**Mark Bide**

Director, Rightscom Ltd.

Project Director, Automated Content Access Protocol

**Steven Brill**

Co-Founder, Journalism Online, LLC

**Lauren Rich Fine**

Research Director, ContentNext Media

**Jeff Jarvis**

Associate Professor, Director of the Interactive Program,  
City University of New York, Graduate School of Journalism

**Srinandan Kasi**

Vice President & General Counsel, Associated Press

**Danny Sullivan**

Editor-in-Chief, Search Engine Land

**Robert Thomson**

Managing Editor, *The Wall Street Journal*;

Editor-in-Chief, Dow Jones & Co.

**3:45 pm      Break**

**4:00 pm      Presentation**

**Mike Bloxham**

Director of Insight and Research  
Center for Media Design, Ball State University

**4:15 pm      Presentation**

**Susan Athey**

Professor of Economics, Harvard University

**4:30 pm      Presentation**

**David Evans**

Visiting Professor, Faculty of Laws  
University College London;  
Vice Chairman of LECG Europe

**4:45pm      Online Advertising and Consumer Demand Trends**

**Panelists:**

**Mike Bloxham**

Director of Insight and Research  
Center for Media Design, Ball State University

**Jeff Chester**

Executive Director, Center for Digital Democracy

**Pam Horan**

President, Online Publishers Association

**Joe Laszlo**

Director of Research, Interactive Advertising Bureau

**John Meyer**

Director of Digital Media, WTOP and Federal News Radio

**Barbara Bacci Mirque**

Executive Vice President, Communications and Best Practices  
Association of National Advertisers

**5:45pm      Conclusion**

**Day 2 – Wednesday, December 2, 2009**

<b>8:00 am</b>	<b>Doors Open and Security Check-in*</b>	
<b>9:00 am</b>	<b>Welcome</b>	<b>Jon Leibowitz</b> Chairman of the Federal Trade Commission
<b>9:15 am</b>	<b>Presentation</b>	<b>James Hamilton</b> Charles S. Sydnor Professor of Public Policy, Professor of Political Science and Economics, & Director, DeWitt Wallace Center for Media and Democracy, Sanford School of Public Policy Duke University
<b>9:30 am</b>	<b>Presentation</b>	<b>Matthew Gentzkow</b> Professor of Economics, Neubauer Family Faculty Fellow Booth School of Business, University of Chicago
<b>9:45 am</b>	<b>Presentation</b>	<b>Karen Dunlap</b> President & CEO, The Poynter Institute
<b>10:00 am</b>	<b>Public- and Foundation-Funded Journalism</b>	
<b>Panelists:</b>	<b>Joaquin Alvarado</b> Senior Vice President for Diversity and Innovation Corporation for Public Broadcasting	
	<b>Tom Leonard</b> University Librarian & Professor in the Graduate School of Journalism, University of California, Berkeley	
	<b>Charles Lewis</b> Executive Editor of the Investigative Reporting Workshop American University School of Communication	
	<b>Mark MacCarthy</b> Adjunct Professor, Communication, Culture and Technology Program, Georgetown University	

**Jon McTaggart**

Senior Vice President & COO, American Public Media

**Eric Newton**

Vice President, Journalism Program, Knight Foundation

**Vivian Schiller**

President & CEO, National Public Radio

**Josh Silver**

Co-Founder & Executive Director, Free Press

**11:45 am – 1:00pm**

**Lunch Break**

**1:00 pm      Reducing the Costs of Journalism**

**Panelists:**

**Bill Adair**

Editor, PolitiFact & Washington Bureau Chief, *St. Petersburg Times*

**Bill Allison**

Editorial Director, Sunlight Foundation

**Bill Buzenberg**

Executive Director, The Center for Public Integrity

**Aneesh Chopra**

Assistant to the President, Chief Technology Officer & Associate Director for the Office of Science & Technology of the Executive Office of the President

**James Hamilton**

Charles S. Sydnor Professor of Public Policy, Professor of Political Science and Economics, and Director, DeWitt Wallace Center for Media and Democracy, Sanford School of Public Policy  
Duke University

**Alisa Miller**

President & Chief Executive Officer, Public Radio International

**Aron Pilhofer**

Editor, Interactive News Technologies, *The New York Times*,  
& Co-Founder, DocumentCloud

**Eric Umansky**

Senior Editor, ProPublica & Co-Founder, DocumentCloud

**2:30 pm      Presentation from the Knight Foundation Commission on  
the Information Needs of Communities in a Democracy**

**Reed Hundt**

Principal, REH Advisors & Former Chairman,  
Federal Communications Commission

**2:45 pm      Break**

**3:00 pm      Engaging and Informing Consumers in the Internet Age**

**Panelists:**

**Sandra Ball-Rokeach**

Professor & Director of the Communication Technology and  
Community Program, Annenberg School of Communication &  
Journalism, University of Southern California

**Jim Gaines**

Editor-in-Chief, FLYP Media & Former Editor, *Time*

**Benjamin Todd Jealous**

CEO & President, NAACP

**Jonathan Miller**

Chief Digital Officer, News Corporation &  
Chairman & CEO, News Corp. Digital Media Group

**Debra Osofsky**

National Director, News and Broadcast  
American Federation of Television and Radio Artists

**Tom Rosenstiel**

Director, Project for Excellence in Journalism  
Pew Research Center

**Jason Seiken**

Senior Vice President, PBS Interactive

**Linda Solomon**  
Photojournalist & Committee Member,  
Citizens to Save the Eccentric

**Kathy Times**  
President, National Association of Black Journalists

**4:15 pm      Presentation      Lisa George**  
Assistant Professor of Economics  
Hunter College

**4:30 pm      The New News**

**Panelists:      Paul Bass**  
Editor, NewHavenIndependent.org &  
Executive Director, Online Journalism Project

**Jim Brady**  
Allbritton Communications & Former Executive Editor,  
Washingtonpost.com

**Christopher Callahan**  
Dean, Walter Cronkite School of Journalism and Mass  
Communication, Arizona State University

**Marcia Chambers**  
Editor, Branford Eagle  
Journalist in Residence, Yale Law School

**Bill Densmore**  
Vice President, Director & Co-Founder, CircLabs Inc.

**Elisa Camahort Page**  
Co-Founder & COO, BlogHer.com

**Andrew Jay Schwartzman**  
President & Chief Executive Officer, Media Access Project

**John Servais**  
Founder, NWCitizen.us

**5:45 pm      Concluding Remarks**